



Business Integration and Strategic Management

Managers must be able to conduct decision-making within an often complex, ambiguous, and evolving business landscape.

In this module, you will learn about strategic leadership, strategic decision-making, building competitive advantage, multifunctional management, and strategy.

This module is particularly well-suited for newly promoted senior managers.

Outcomes

1. Understand and explain the basic concepts of strategy – competitive advantage, mission, vision, objectives, and core competencies.
2. Identify and appreciate the significance of the five-step strategic management process.
3. Explain the generic strategies of cost leadership and differentiation.
4. Analyze an organization using SWOT and analyze an industry using the five forces model.
5. Understand the significance of strategic groups.
6. Identify the various growth strategies available to firms.
7. Understand the importance of strategic leadership and identify the strategic leadership skills.
8. Explain the need for change and the role of strategic leadership in organizational change.
9. Develop an appreciation for the eight-stage change process.
10. Understand the distinction between internal and external customers.
11. Understand segmentation, targeting, and positioning concepts.
12. Identify the components of service quality and apply the elements of value to a given product or service.
13. Understand performance management and its role in organizational performance.
14. Understand balanced scorecard, strategy maps, and activity-based costing.
15. Develop an appreciation of the role of supply chains in organizational success.
16. Explain performance management from a system framework.
17. Understand the critical importance of continuous improvement in achieving and sustaining competitive advantage.
18. Explain the PDCA model for continuous improvement and understand problem-solving methodologies.
19. Develop an appreciation for after action reviews in continuous improvement initiatives.
20. Understand today's tools of six sigma, lean, and poka-yoke.
21. Understand and interpret the components of the value chain and explain the importance of value chain integration.

12. Understand the relationship between customer service and customer loyalty.

23. Understand integrated business planning and define the role of ERP in business integration.

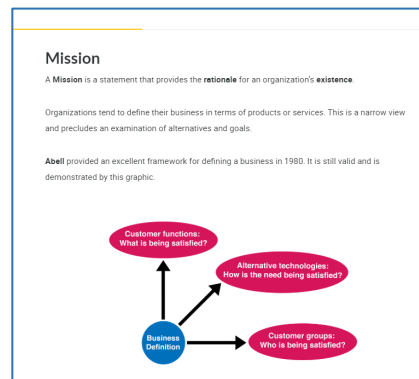
Recommended Learners

Higher Education

- Undergraduate Students
- Graduate Students

Business, Industry, Nonprofits, & Agencies

- Managers with Multifunctional Responsibilities
- Organizational Leaders
- Small Business Owners and Entrepreneurs



An example of a learning event in our Leading Edge Learning modules. The types of instructional content within the modules include: readings, videos, transcripts, audios, interactive questions, offline application exercises, flash cards, narrated presentations, matching exercises, relevant articles, downloads, a final exam, and other activities designed to engage learners based on recognized science of learning educational concepts.

Applications and Best Practices

Higher Education

- ✓ Include the module in an undergraduate course on strategic management.
- ✓ As an education module within a graduate program that includes strategic management, or business management.
- ✓ As an academic leveling course for graduate students seeking an MBA or other business management careers.

Business, Industry, Nonprofits, & Agencies

- ✓ For development of a business' long-term success.
- ✓ For professional development of mid-career professionals.
- ✓ To help organizations build and maintain cohesion.
- ✓ Assist managers with setting objectives and implementing strategies.

Pricing

Module is Approximately 3-5 Learner Hours

1-100 Learners per Year
\$49 per Learner

101-500 Learners per Year
\$44 per Learner

500+ Learners per Year
\$39 per Learner